

DETAILED PROGRAMME

TUESDAY 4 APRIL 2023 (09:45-17:35 CEST)

OPENING

09:45 – 10:00 **Welcome to the Sustainability Summit**



Noel Curran (EBU, Director General)

Noel took up the role of Director General of the EBU in September 2017. The EBU has member organizations from countries throughout Europe with additional Associates in Asia, Africa, Australasia, and the Americas. Our Members operate nearly 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms. Together they reach an audience of more than one billion people around the world, broadcasting in more than 160 languages. The EBU operates Eurovision and Euroradio services.

He was formerly the Director General, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster. As Director General he successfully led RTÉ during one of the most financially challenging and competitive periods in media history.

A strong and long-time advocate of public service media, Curran is an award-winning investigative journalist and Producer. As an Editor and Producer, Noel's investigative documentaries won numerous awards for journalism in Ireland and internationally.

He was also Executive Producer on a range of live television events, including General Elections, European Elections and live music events such as the Eurovision Song Contest in 1997.

Noel has worked in both the public and private sectors in his career and has managed large editorial and commercial teams during his time at RTE.

Noel originally graduated from Dublin City University with a degree in Communication Studies, where he specialised in national and international broadcasting policy and wrote a thesis on the role of Public Service Broadcasting. He later attended a postgraduate course at Trinity College Dublin in European Studies, where he did specific research on European Broadcasting Policy.

He is currently Adjunct Professor of Journalism at Dublin City University. Noel is married to the singer/songwriter Eimear Quinn and they have two daughters.



Antonio Arcidiacono (EBU) (EBU, Director of Technology & Innovation)

Antonio Arcidiacono is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the collective expertise and momentum of the EBU Membership for technology innovation, deliver key building blocks for the digital transformation of public service media, and strengthen collaboration between PSM, European policy initiatives, start-ups and academic institutions. Two of Antonio's most recent initiatives are the 5G Media Action Group (5G-MAG) and EuroVOX. 5G-MAG currently counts 40 members from the industry and aims to ensure future 5G standards are fit for purpose in media production and distribution. EuroVOX is a collaborative project of the EBU and several of its Members that aims to break down language boundaries for users and content. It consists of an open framework upon which services can be built, and a set of tools for media creators, such as speech-to-speech translation. Antonio

previously worked as Director of Innovation and a Member of the Management Committee at Eutelsat; the European Space Agency; Telespazio, and Selenia Spazio

10:00 – 10:05 **Housekeeping**

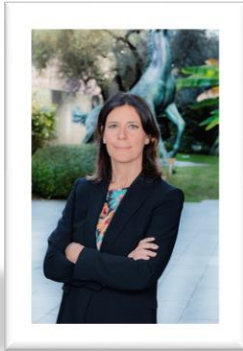


Hemini Mehta (EBU) Experienced Technical Professional in all things digital (video on demand, live streams, websites, mobiles, TV, STB & games consoles) with an angle on Sustainability. Capable to bridge business with technology. Intrapreneurial/entrepreneurial spirit. Presence in academia, from lecturing, examining to mentoring PhD candidates.

SESSION 1: Introduction

Moderated by Hemini Mehta (EBU)

10:05-10:20 Open the Sustainability Summit



Marinella Soldi was appointed Chairwoman of the Board of Directors of Rai Radiotelevisione Italiana, in July 2021.

She is a member of the Board of Directors of EBU-European Broadcasting Union and Confindustria Radio Televisioni.

She is currently also Non-executive Director for Nexi (Digital payments), Ariston (Thermal Solutions) and Angelini (Health Innovation hub).

From 2019 to 2022, she was non-executive Chairwoman of the Vodafone Italia Foundation, established in 2002 to promote social inclusion and to support young people and social enterprises, people with disabilities, health and research.

Marinella was CEO of Discovery Networks Southern Europe (Italy, Spain, Portugal and France) for 10 years, until October 2018. Under her leadership Discovery Southern Europe completely transformed its business model from pure linear pay to a diversified multiplatform portfolio with innovative content. In Italy, Discovery has become a leading media company.

Marinella was born in Italy and grew up in London. Before joining Discovery, she trained and worked for leading international brands in the technology and media sectors as a leadership coach for nine years.

Prior to her career in coaching, she spent five years in senior roles at MTV Networks Europe, including SVP Strategic Development in London and GM, MTV Italy in Milan. She began her career at McKinsey Company working as a strategy consultant for three years in London and Italy.

10:20-10:35 Sony Pictures' Road to (Net)Zero



For the past 20 years, **John Rego** has worked with companies to help them become better citizens. John has led Sony Pictures Entertainment's global sustainability department since 2009 and is an environmental officer of the Sony Group. The department is focused on driving value for the company through sustainable practices, primarily by integrating stewardship into the corporate culture, product marketing, and the company's operations. Prior to joining Sony, he spent eleven years consulting. John is a graduate of Brown University and holds an MBA in Social Entrepreneurship from Duke University. [linkedin.com/in/jlrego/](https://www.linkedin.com/in/jlrego/)

10:35-10:55 UN: Communicating Climate Action & the SDGs



Martina Donlon heads the Climate Section at the United Nations Department of Global Communications in New York, managing campaigns and initiatives focused on climate action. Before that, she led a UN communications team on the Sustainable Development Goals, managed UN human rights campaigns, and headed communications and change management at the UN regional service center in Uganda. Before joining the United Nations, she served as Assistant Director at the Council on Foreign Relations, as Special Assistant to the Swiss Ambassador to the UN, as Deputy Cultural Attaché of Switzerland in New York, and as a news editor at the online Wall Street Journal. She holds a Master's degree from the Fletcher School of Law and Diplomacy at Tufts University, and a Bachelor's degree in international relations from the Geneva Graduate Institute. LI: [martina-donlon](https://www.linkedin.com/in/martina-donlon) TW: @MaVolpeDonlon FB: [martina.v.donlon](https://www.facebook.com/martina.v.donlon)

10:55-11:15 The COPs and Bio-Diversity Summary

Overview of the top 5 sustainability and climate trends to watch in 2023



Martin Koehring is senior manager for sustainability, climate change and natural resources at Economist Impact (part of The Economist Group), where he leads sustainability-related policy and thought leadership projects in the EMEA region. He has directed Economist Impact projects in areas such as food sustainability, decarbonising technologies for cities, getting to net zero, the circular economy, ESG and real-world impact, social impact, electric vehicles, and advanced plastic recycling. He is also the editorial lead of The Sustainability Project and head of the World Ocean Initiative, inspiring bold thinking, new partnerships and the most effective action to build a sustainable ocean economy. His previous roles at The Economist Group, where he has been since 2011, include managing editor, global health lead and Europe editor at The Economist Intelligence Unit. Martin is a trustee of the New Economics Foundation (a think tank focusing on social, economic and environmental justice), a member of the Advisory Committee for the UN Environment Programme's Global

Environment Outlook for Business, a senior rapporteur at World Water Week, and a faculty member in the Food & Sustainability Certificate Program provided by the European Institute of Innovation for Sustainability. He earned a bachelor of economic and social studies in international relations from Aberystwyth University and a master's degree in diplomacy and international relations from the College of Europe.

11:15-11:35 **Circular Economy and Government Actions**

The circular industrial economy arises through a conscious decision by individuals, organisations, policymakers



Walter R. Stahel, member of the Strategic Foresight Board of circulareconomyalliance.com Walter R. Stahel is the former Head of Risk Management at the Geneva Association (Switzerland), a respected business advisor, and the founder and director of the Product-Life Institute (Geneva, Switzerland) Europe's oldest sustainability-based consultancy and think tank founded 1982. Stahel's pioneering research and collaborative work in the field of sustainability stretch back several decades – firmly establishing him as one of the subject's founders.

SESSION 2: Disruption the "New Normal"

Moderated by Eileen Duggan (RTÉ)



Eileen Duggan (RTÉ) is the Sustainability and Environment Services Manager for RTÉ the national broadcaster in Ireland. Eileen has experience in the areas of environmental management and contract management. She holds a Master's in Business Practice and has qualifications in Governance Risk and Compliance and Environmental Management. Eileen Chairs the Green Broadcaster Advisory Group within RTÉ from which targets and achievements are recorded and progressed. In 2017 RTÉ was awarded the Overall Pakman Award. The Pakman Awards event is a national competition which recognises excellence in Waste Management and Recycling. Eileen is a published author and an EMCC (European Mentoring and Coaching Council) accredited coach.

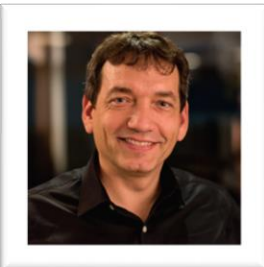
11:50-12:10 The Media Landscape

An overview of the key sustainability challenges facing media, and how media companies (broadcast and beyond) are responding.



Daniel Witte is a Partner Manager at Carnstone, a management consultancy specialised in sustainability. He leads the Responsible Media Forum, an initiative bringing together 26 media companies to discuss and tackle the social and environmental challenges facing the sector. He also directly consults various media companies as well as clients from other sectors, with a focus on environmental topics. Twitter: @danielwitte95; @WeAreRMF; @Carnstone. LinkedIn: Daniel Witte

12:10-12:30 Decarbonisation: Scope 3 and Suppliers

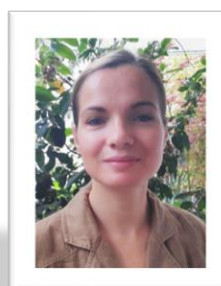


Michael Harrit is Lead Architect Sustainability at the BBC, a strategic leadership role focused on how technology delivers on environmental sustainability goals. He holds an Executive MBA and a Master of Science and is excited by transforming a business, its processes and technologies. @michaelharrit - linkedin.com/in/harrit

12:30-13:15 Panel: Life in Disruption



Hilde Thoresen is head of environmental sustainability in the Norwegian Public Broadcaster (NRK). She is responsible for NRK's strategic approach to becoming a greener and more environmentally friendly organization. Hilde Thoresen has established systematic reporting of ESG in the organization and is also a key role regarding green production, as well as the implementation of a climate calculator called Green Producers Tool. Hilde has a broad range of experience from NRK and the media sector, among other things she has worked with audience analysis and corporate strategy. As an adviser for the Director General in NRK from 2014-2019, she had a central position during a period where NRK's remit and financial model were revised and changed. Hilde Thoresen is passionate about hiking, sailing, cross country skiing and all kinds of outdoor adventures. She is also a board member in The Norwegian Trekking Association (DNT), which is Norway's largest outdoor activities organization.



Graduated from the IIS (Superior Institute for Image and Sound), **Xaviere Farrer Hutchison** is responsible for the environmental and climate policy for the France Televisions Group. Following an earlier career dedicated to the media sector in France: Arte, France 5 and in China for where she led a study of the audiovisual landscape in the Shanghai Media Group, Xaviere integrated the France Television Company Social Responsibility department. To deploy an environmental and climate policy within France Televisions Group is an opportunity to be an actor in determining the responsibility and the central role of a public media group within a pivotal moment in the climate transition of society. Xaviere Farrer Hutchison has the ambition and conviction, to share and build with people from inside and outside the Group who are committed to those challenges.

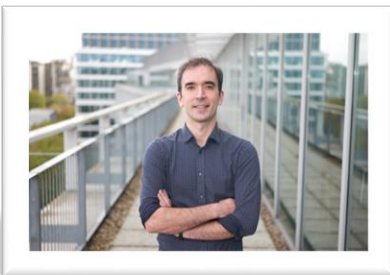


[Pia Halldorsson](#) (DR) Has 10 years experience within sustainability, from defining strategy to implementing in daily operations. Examples from the subjects in DR is annual reporting including climate calculation, energy management, sustainable purchasing, green production, recycling and waste



Micol Rigo - Currently deputy director in Rai's newly set up Rai for Sustainability – ESG Department. I am a qualified lawyer since 1999, specializing in EU, antitrust and corporate law (LLM College of Europe, Bruges). Following several years at prominent International law firms (Cleary Gottlieb and Clifford Chance) I have been in charge of EU and antitrust Affairs in Fastweb, an Italian broadband telecoms company and of legal departments in American Express (from 2011 to 2016) and Philips Italy, Greece and Israel (from mid 2016 to feb 2017), dealing with legal and regulatory matters in highly regulated fields of Italian and EU law (payments, consumer protection, compliance and corporate matters). Prior to my recent career move into sustainability, I have been in charge – within Rai's legal and corporate affairs department - of providing legal assistance in the field of EU and international law, Collective Societies and Criminal litigation. In my new role in Rai for Sustainability – ESG department, I am in charge of the corporate Sustainability Plan as well as of legal/regulatory monitoring on ESG issues and of national /

international initiatives concerning sustainability, including the participation to EBU's committees and working groups, in close coordination with all competent departments.



Jeremy Mathieu (ITV) As the Head of Sustainability at ITV, Jeremy Mathieu leads all aspects of the environmental programme, from delivering our Net Zero targets, meeting our disclosure requirements, building a culture of sustainability, ensuring that our governance enables this transition, and supporting editorial colleagues to increase our positive impact on the audience. He sits on the steering groups of a range of collaborative projects driving systemic change across the sectors that ITV is part of, notably BAFTA albert, DIMPACT, Ad Net Zero and the Climate Content Pledge. After working for 10 years as a TV Producer, Jeremy transitioned into a sustainability career working for the BBC and a range of consulting clients such as Sky, WPP, the IOC and many more across the Media, Advertising and Sport sectors. He specialised in helping leadership and creative teams consider the operational, cultural and strategic dimensions of the Net Zero transition. Jeremy is a Chartered Environmentalist and a Full Member of the Institute of Environmental Management

and Assessment and holds an MSc in Sustainability and Responsibility from Ashridge Business School.

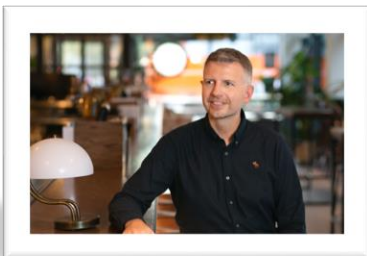
SESSION 3: Travel Reduction In Production

Moderated by [Roser Canela-Mas](#) (ITV)



Roser Canela-Mas has been working for the media industry for the last 16 years. She has worked on production and direction internationally and across multiple genres. For the last 6 years, and after doing a BSc in Sustainability and Environmental Management, she has been working to understand and reduce the environmental impact of the TV and film industry. She has worked for albert, the sustainability initiative led by BAFTA, as their international manager and led the build for the latest version of the albert toolkit, which includes an international carbon calculator and sustainable production certification. She also advised productions on how to understand and reduce their carbon impact as well as how to create content that reflect a sustainable society. During her last few years at albert, she worked in the internalisation of albert by taking the initiative to other countries such as Finland, Canada, and The Netherlands. As of May 2022, she works for ITV Studios as their Senior Sustainable Production Manager. She is the main support for all the ITV Studios production companies globally on the delivery of sustainability, both behind and in front of the screen.

14:15-14:35 Virtual Production Case Study



Phil Holdgate has worked in the TV industry for more than 25 years in a variety of roles, from Production Finance to Project Management, but now focuses solely on reducing the impact that producing ITV Studio's content is having on the planet.

As Head of Production Sustainability at ITV Studios, Phil has a global remit to implement ITV's Climate Action strategy across all of its production labels spanning 13 countries, as they transition towards becoming a Net Zero business by 2030.

ITV Studios - Making the biggest shows, with the smallest footprint.



Sarah Howard - Head of Production Operations at ITV Sport. Sarah joined ITV Sport in 2018 after 10 years of freelancing as a Production Manager in the entertainment side of the TV industry working on high profile programmes such as MasterChef, Top Gear and BBC Live music events. Sarah's role is to oversee ITV Sport's production which includes the FIFA World Cup, 6 Nations Rugby, FA Cup, UK horse racing, Women's Football, Snooker, Darts and motor sport and to drive and develop the department in all areas, from technology to sustainability and everything in between.

14:35-14:55 Energy Usage of Film Virtual Production



Cedric Lejeune (Workflows) started in 2000 as a visual effects assistant on Discreet Smoke, working on TribalX, a complex full CG/MoCap production for children and setting the network infrastructure in the small post-production facility.

In 2000 he becomes application engineer for Post-Logic and supports a wide range of products: animation, infrastructure, effects, colour grading. He was in charge of the implementation of the first industrial digital intermediate pipeline at Éclair Laboratoires in 2002 and different setups in Paris and Europe.

In 2006 he starts his first company, Workflows, to develop consulting and training services, accompanying film labs in the transition to digital and helping post-production to step into the cinema world. He specializes in digital cinema and video workflows, infrastructures and colour science. His work on online collaborative environment and content management tools have made him an expert of cloud

technologies for media. Workflows' image processing tools are used by major studios in the world.

In 2015 he joins Ymagis www.ymagis.com to supervise the technology for post-production and mastering labs in the group (New York, London, Liège, Berlin, Barcelona, Paris). The integration of Eclair Laboratoires extends the delivery of content to broadcasters and OTT, and gives an opportunity to develop a century old brand as an innovative one. He then assembled the technology and innovation team to create more efficient and global workflows across the group. He led the development of EclairColor, the HDR solution for cinema (www.eclaircolor.com).

In 2020, while continuing R&D efforts for EclairColor and developing HDR and HFR image technologies for the Chinese market, he reboots Workflows to help media industries in their transition to a more sustainable model. With his business partner Benoît Ruiz, he helps studios in building and implementing organization and technical strategies with sustainability in mind. Workflows released a major study for Ecoprod on the audiovisual market environmental impact and participates international green initiatives such as the EBU Sustainability group. Workflows also participates european R&D programs and La Cartouch'Verte, an association to promote good environmental practices in animation. Workflows partners with Perfect Memory for the development of their semantic technology toolset in the studio environment.

14:55-15:45 **Panel: How You Can Reduce Your Travel Emissions**



[Mathieu Delahousse](#) is the president and co-founder of Secoya. After 20 years as a director, pushed by his ecological conscience and his passion for cinema, he decided to "do his part". That's how he and his partner, Charles Gachet-Dieuzeide, created Secoya, the first French consulting agency specialized in supporting production companies in their sustainable transition.

Riet de Prins (VRT) I started my career in the eighties at the VRT, the public broadcaster in the Flemish part of Belgium. For several years I worked with formats as entertainment, live shows, music and documentary. It was an opportunity getting to know all corners and borders of making television. I became a creative and line producer and until recently I produced an adult comedy show called "Fair Game" during 7 seasons, in total 1450 sketches. I got the opportunity to develop 4 comedies for youngsters, in total 334 shows. As an executive producer I follow up co-productions where necessary both on content and on daily operations and processes. Buck was the last comedy and this series was at the start of sustainability within VRT, not so much in terms of production but on all levels of purchase, mobility, catering. Now we try to roll out the Eurecatool and apply it to our internal productions both radio and TV as well as events.



Josepha Andras - Sustainability Manager and Production Coordinator at Terra Mater Studios, grew up in Vienna and made her first step into the film industry by successfully completing an acting school in Vienna. She then went on to complete a Bachelor-Degree in Film-Media and Theatre Sciences at the University of Vienna. After graduating, Josepha decided to change positions and work behind the camera, where she curated and helped produce and organize several film festivals. She continued her career at two film productions in Berlin & Vienna, working as a Production Assistant and Junior Producer, respectively. Working as the film production coordinator at Terra Mater Studios she constantly motivates her to discover more and gain substantial knowledge on an expert level regarding film production. Lately, Josepha started supporting Nina Holler in the „green department“ to start the process of making TMS a sustainable and green production company.



[Andy Briggs](#) (Terra Mater) has written feature films, TV shows, comics and novels - and is now producing the TV show TARZAN.



Tilly Ashton - Sustainability Advisor, Severn Screen. Tilly has worked within the broad field of sustainability for over 30 years. She has moved into the film and TV industry in recent years, to encourage and initiate better sustainable working practices, as is currently working full time for Severn Screen in Cardiff. Having worked as Production Sustainability Advisor on the Netflix feature film Havoc (Severn Screen/XYZ Films) during 2021, Tilly then coordinated a Welsh Government funded R&D project arising from the sustainability work on the production, highlighting the environmental challenges, successes and practical opportunities for the future. As well as building sustainability into all Severn Screen productions, Tilly also teaches for BAFTA Albert, (Sustainable Production, and Wales: Screen New Deal courses), and is currently studying for higher level IEMA accreditation in environmental management. She is also involved on establishing a circular economy group for schools and colleges in the Cardiff area, facilitating donations from the film and TV industry. Twitter = TillyAshton1 LinkedIn = Tilly Ashton

SESSION 4: Environmental Impact Of Streaming

Moderated by Simon Tuff (BBC)



Simon joined the BBC 1988 and has enjoyed many different engineering and project management roles over his 34 year career, mostly focus on audio technology for Radio & TV. He is currently a Principal Solutions Lead within the BBC's Technology Group, with responsibilities for sustainable technology and standards liaison. As part of this role he currently has the privilege of being a member of the EBU's Technical Committee.

16:00-16:20 What's Happening in the ITU?

Overview of the ITU and the UN Sustainable Development Goals as relevant to media



[Andy Queded](#) started as a BBC Technical Assistant in 1978 becoming a tape editor in 1985. In 1998 Andy moved to the new Technology Department working on the BBC's first HD then UHD programmes. In the EBU, Andy leads the EBU/QC group which is working to standardized content QC reporting and exchange. Andy Chairs ITU-R Working Party 6C, co-chairs the inter-sector Accessibility Group and is the ITU-R liaison for Accessible and Sustainable media. Current projects include standards for Advanced Audio, HDR, Advances Immersive Sensor Media and AI in broadcasting. Erik Reinhard (InterDigital)



Erik Reinhard is Distinguished Scientist at InterDigital, a research, innovation and licensing company in wireless and video communication. He participates in sustainability programs at ITU-R, DVB, and SMPTE. He currently applies color science, image/video processing and psychophysics to reduce the environmental impact of video communication and display.

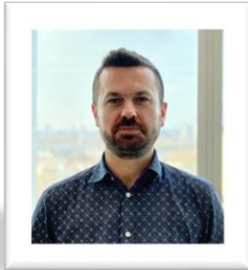
16:20-16:40 Greening of Streaming: Reducing impacts, energy and green washing

An intro to Greening of Streaming's activities, and a focus on our Low Energy Sustainable Streaming (LESS Accord)



Dominic Robinson - 30 years+ working with audio / video and image delivery over IP - Built first CDN in uk in 2001 (focussed on IP Multicast) - Writing for Streamingmedia.com since 2002 - Published by Wiley (CDN focussed books) in 2014 and 2017 - Running id3as since 2010, providing software underpinning some of the largest live streaming infrastructures - more recently founded and runs Greening of Streaming, focussing the industry on energy efficiency and sustainability in development and operations of streaming infrastructures. uk.linkedin.com/in/domrobinson

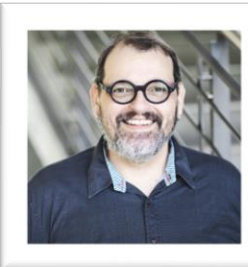
16:40-17:30 Panel: Importance of Green Streaming



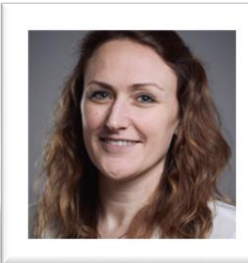
[Sam Orton-Jay](#) is VP Product at V-Nova, where he manages the V-Nova transcoding platform, demo applications and reference player integrations for MPEG-5 LCEVC. With over 20 years of experience in video tech, Sam has led the creation of industry-leading products in video compression and streaming from conception to commercial success. Sam brings deep expertise in the fields of product management, marketing and sales in the TV & Media industry focused primarily around video compression and streaming technologies. Sam holds a degree in Music & Sound recording from the University of Surrey and an MBA from Imperial College London.



Damien Sterkers is Solution Marketing Director at Broadpeak, he is responsible for ensuring that video solutions get the most benefit from the latest innovations available and follow the fast changing market evolution. Prior to joining Broadpeak, Damien has led different positions in marketing and system engineering departments at Harmonic, Alcatel-Lucent (Nokia) and Canal+. Based successively out of Europe, US and LATAM. Damien Sterkers holds a master degree of engineering from CentraleSupélec in France.



[Andy Beach](#) (Microsoft) As CTO of Media & Entertainment, Andy Beach is an experienced professional who combines technology, creativity, and business strategy to assess customers' needs and offer suitable solutions based on cloud and data/AI for a modernized media ecosystem.



Kamilla Liljedahl (SVT) is working as Climate Lead for digital services at SVT, national public TV broadcaster in Sweden. Having worked as a UX professional with online products for many years her interest in environmental sustainability has led her to head up the strive to reduce the climate footprint of SVT's digital services. Active in DIMPACT and co-arranger / co-host of Green Streaming 2022, an event that invited industry members to inspirational presentations and hack days on how to lower the carbon footprint of streaming.



[Ian Parr](#) (BT) 35 years industry experience including media focussed roles at the BBC, FT and News UK. Helped launch and run BT Sport and now focussed on managing the UK's biggest broadband networks for BT. Huge focus on efficient content distribution as consumers move to IP based consumption.



[Will Pickett](#) is a consultant for Carnstone – a management consultancy specialising in sustainability. He also leads the DIMPACT initiative – bringing together a group of media and entertainment companies leading the way in measuring the emissions of delivering digital media and entertainment products.

SUSTAINABILITY SUMMIT

PSM GOES GREEN



[Tom Moran's](#) pioneering work driving IT professionals to lead on sustainability has made him a recognised expert in ICT industry sustainability. Tom provides technology and sustainability consulting and advisory services to global enterprises as a Consulting Principle at Lumen EMEA. As a Director of Aspire Institute Mr. Moran provides sustainability education to corporations and students. Tom sits on sustainability committees within techUK, The Global Enabling Sustainability Initiative, The SDIA, the Infrastructure Masons and the Greening of Streaming and publishes the well regarded SustainableIT Newsletter. Moran is among the first sustainability leaders to embrace the new UNRISD Sustainable Development Performance Indicators.

17:30-17:35 **End - Wrap Up**

Hemini Mehta (EBU)
